
VICTORIA FRAGRANCE

Creative Concept Kick-Off

APRIL 2013

Challenge: launch the biggest fragrance in VSB history

The Inspiration: Infusing Victoria's Secret heritage with a modern sensibility, Victoria is the fragrance of love—of people, of places, of life. Inspired by the sexiest lingerie, the littlest luxuries, a life defined by beauty and style, we now bring you our most personal creation yet, the most covetable fragrance on earth: Victoria.

The Scent: “It's all about the chemistry...start with a sexy base note, then a big love heart note, topped off with confidence”. Victoria is the singular result of the first ever collaboration of European and US perfumers. A nod to it's predecessor launched nearly two decades earlier, Victoria is a scent for a new generations. Modern, memorable, signature.

The Packaging: Pink is our signature. Stripes are our statement. There's nothing sexier or more Victoria's Secret than tying up these luxuries in our iconic bow.

The Objective: Reinvent creative launch approach for A+ fragrance launches. Implement a dynamic multi-channel customer experience. Make fragrance meaningful in print, online & social.

TEASERS

PRINT:

FALL FASHION 1
2 page Victoria launch
2 page Little Luxuries

STYLE BOOK 1
2 pages of Victoria launch

EDIT BOOK 1
2 pages

SITE:

7.25-8.14 Beauty Landing Page feature (launches in store on 7.30)
Cues: Little Luxuries, Sugar Florals, Hat box gifts, eye stage

EMAIL Teasers, Launch

SAMPLING Vial-On-Card to HV customers

VSAA Full interview with Mark Knitowski

FACEBOOK

PINTEREST Board on Victoria inspiration: ribbons, bows, sketches, roses, quotes

TWITTER/INSTAGRAM